

Remarks/Arguments:

In the claims, claims 308, 310 and 318 have been amended to overcome the prior art of record.

Claims 309, 311-317, 319-323 and 325-335 remain unchanged.

Claims 276-307 and 324 were previously canceled.

There were 27 claims before amendment, including one independent claim (308). After amendment there are 27 claims, including one independent claim (308). Thus, no additional claims fees are due.

No new matter is added by the amendments, which are supported by the original disclosure as discussed herein. The cited support within the description is often a single paragraph, but it should be recognized that the amendments may be supported at numerous paragraphs within the description and no attempt has been made to be thorough in citing all applicable support.

The amendments to claim 308 refocus the claim on the unique characteristics of applicant's invention. A clarification statement prior to the transitional phrase states that the hosts being accessed may be on the same server performing the steps of the method or may be on other servers. Previously, this was only intuitively obvious, since differing web

sites can be hosted on a single server by a web hosting company. This clarification is supported at paragraph 138 of the description.

In claim 308, the two “requesting” steps and one “receiving” step prior to amendment have been simplified into two “retrieving” steps. This amendment is intended to simplify the steps and no substantive change is made by this amendment. The “requesting” step is implicitly subsumed within the retrieving step. This change is supported at paragraph 217 of the description.

In claims 308, 310 and 318, a new limitation clarifies that the server is configured to control all interfacing with the user without redirecting the user to another host. In each such claim, the distinguishing limitation is found before the period at the end of the claim. Each such distinguishing limitation is supported at paragraphs 97, 106, 124–135, 139, and 170 of the description.

The Tobin prior art requires redirecting the user to other servers using “*hypertext tags*.” Tobin (U.S. Patent 6,141,666) abstract.

In accord is Tobin at col.6, lines –24–34, stating:

“A client station may directly transfer into a server or be pointed to one server by another sever. More specifically, assuming for the sake of explanation that server 21 is the PC Flowers & Gifts Web server, the clients may directly transfer across the Internet 11 and communicate with the Web server

*21, or the clients may initially transfer across the Internet 11 and communicate with server 18 or 19 which provide a hypertext link to server 21. It is noted that **via the hypertext links on server 18 or 19**, the client attains the IP address to server 21 and the Web site location on the Web server residing in server 21."*

In accord is Tobin at col.7, lines 55-66, stating:

*"Referring now to FIG. 4 there is shown a PC Flowers & Gifts Web site page 400, denoted as "shop by category", **accessible via a hypertext link 109** from the home page Web site 100 depicted in FIG. 1. The distinguishing content on this Web site page 400 is that the category image map 401 includes hypertext links 402-408 **which provide jumps to Web site pages indicated**, respectively, as "flowers", "plants", "balloons", "Hickory Farms gourmet foods", "bears by Russ", and "greeting cards on-line. As noted for the discussion pertaining to the home page image map 101, the category image map 401 includes **hypertext links which point to Web site pages** that are dynamically created as needed by a database process.*

In accord is Tobin at col.9, lines 10-12 stating:

*"A hypertext link 11A1 provides a jump to a Web site page 11B0, shown in FIG. 11B, which provides shopping opportunities to the client. The Web site page 11B0 contains hypertext links, 11B2, 11B3, and 11B4, **which provide jumps to Web site pages** . . ."*

In accord is Tobin at col.9, lines 53-67 stating:

“Referring to FIG. 21A there is shown a Web site page 21A0 of a marketing partner, Homearts, which prefers a “private label” customization of the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. The Web site page 21A0 includes a hypertext link 21A1 to a Homearts' Web site page 21B1 shown in FIG. 21B, which offers marketing services to clients. The hypertext link 21B1 provides a jump to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10, but which have been customized in accordance with the marketing partner's private label requirements.

“FIGS. 21C-30 show private label Web site pages that correlate to the PC Flowers & Gifts Web site pages depicted in FIGS. 1C-10. However, the Web site pages of FIGS. 21C-30 are customized with only the marketing partner's brand, Pathfinder.”

Applicant observes that the remaining claims are dependent claims and in each case inherit the distinctiveness of the parent claim.

Applicant submits herewith a request for continued examination of his application in accordance with 37 CFR 1.114, and includes the requisite fee under 37 CFR 1.17(e) of \$405.

Conclusions:

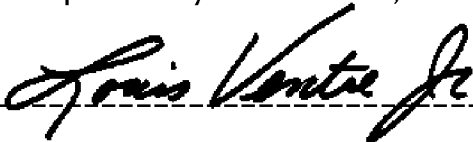
This response is intended to fully respond to the office action mailed 08-OCT-2009. It is timely filed within the 3-month shortened statutory period.

Amendments to the claims address the rejection made in the office action. No additional claims fees are due as a result of the submitted amendments. No new matter is added to the application by the amendments in this response. An RCE is submitted with the applicable fee.

Therefore, applicant respectfully requests further examination of his application based on the amendments submitted, that a timely Notice of Allowance be issued in this case, and that the application be issued as a United States Patent.

Respectfully submitted,

Signed: 30-NOV-2009



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